We claim:

Sub A 1. A computer-implemented method comprising:

consolidating data organized into records and items, such that each record has a value

for each item, into a plurality of groups;

5 based on the plurality of groups, determining a predicted vote for a particular record

and a particular item using a similarity scoring approach; and,

outputting the predicted vote for the particular record and the particular item.

Sub Cl 2. The method of claim 1, wherein consolidating the data into the plurality of groups

comprises consolidating the data into a plurality of clusters.

10 3. The method of claim 1, wherein consolidating the data into the plurality of groups

comprises consolidating the data into a plurality of descriptors.

4. The method of claim 1, wherein each record is referred to as at least one of: a row,

and a user.

5. The method of claim 1, wherein each item is referred to as at least one of: a column,

15 and a dimension.

6. The method of claim 1, wherein each record comprises a user, and each item

comprises a product, such that determining the predicted vote for the particular record

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and the particular item comprises determining whether a particular user will purchase a particular product.

7. The method of claim 1, wherein each record comprises a user, and each item comprises a web page, such that determining the predicted vote for the particular record

5 and the particular item comprises determining whether a particular user will view a particular web page.

8. The method of claim 1, wherein the similarity scoring approach comprises a likelihood similarity scoring approach.

9. The method of claim 1, wherein the similarity scoring approach comprises a

10 correlation similarity scoring approach.

10. A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

consolidating data organized into records and items, such that each record has a value for each item, into a plurality of groups; and,

15 based on the plurality of groups, determining a predicted vote for a particular record and a particular item using a similarity scoring approach.

11. The medium of claim 10, the method further comprising outputting the predicted vote for the particular record and the particular item.

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12. The medium of claim 10, wherein consolidating the data into the plurality of groups comprises consolidating the data into one of: a plurality of clusters, and a plurality of descriptors.

13. The medium of claim 10, wherein each record is referred to as at least one of: a row,
5   and a user.

14. The medium of claim 10, wherein each item is referred to as at least one of: a column, and a dimension.

15. The medium of claim 10, wherein the similarity scoring approach comprises one of: a likelihood similarity scoring approach, and a correlation similarity scoring approach.

16. A computer-implemented method operable on data organized into records and items, such each record has a value for each item, the data also consolidated into a plurality of clusters, the method comprising:
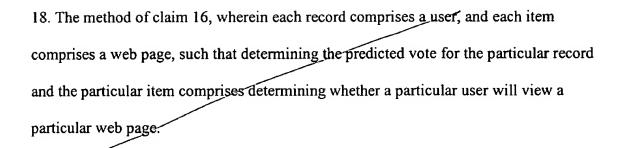
    based on the plurality of clusters, determining a predicted vote for a particular record and a particular item using a similarity scoring approach; and,
15   outputting the predicted vote for the particular record and the particular item.

17. The method of claim 16, wherein each record comprises a user, and each item comprises a product, such that determining the predicted vote for the particular record and the particular item comprises determining whether a particular user will purchase a particular product.

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18. The method of claim 16, wherein each record comprises a user, and each item comprises a web page, such that determining the predicted vote for the particular record and the particular item comprises determining whether a particular user will view a particular web page.

5   19. The method of claim 16, wherein the similarity scoring approach comprises one of: a likelihood similarity scoring approach, and a correlation similarity scoring approach.

20. A computer-implemented method operable on data organized into records and items, such each record has a value for each item, the data also consolidated into a plurality of clusters, the method comprising:

10   based on the plurality of descriptors, determining a predicted vote for a particular record and a particular item using a similarity scoring approach; and,

outputting the predicted vote for the particular record and the particular item.

21. The method of claim 20, wherein each record comprises a user, and each item comprises a product, such that determining the predicted vote for the particular record

15   and the particular item comprises determining whether a particular user will purchase a particular product.

22. The method of claim 20, wherein each record comprises a user, and each item comprises a web page, such that determining the predicted vote for the particular record and the particular item comprises determining whether a particular user will view a

20   particular web page.

23. The method of claim 20, wherein the similarity scoring approach comprises correlation similarity scoring approach.